

possible to know the number of panelists who were interested in the commercial, who wanted to buy the product and who actually bought the products, so that the final effect of the commercial can be known. Such an advantage is extremely remarkable.

Moreover, since the personal identification information is added to the channel data, market research data and questionnaire research data, it is possible to derive television audience ratings, evaluations, market research data and questionnaire research data for respective family composition, respective ages and respective sexes. Further, research beyond the normal commercial can be effected, if necessary. The is a new merit which could never be attained by the known survey of television audience ratings and market research. In the above embodiments, the effect of commercials in the market research is surveyed, but the present invention is not limited to such market research, but may be applied to various surveys of social phenomena, and positive and fruitful data can be presented promptly.

Since illustration images may be provided on the data transmitter and receiver, erroneous operation due to an operator's forgetting his or her own identification number of remembering a wrong identification number can be avoided. In a television audience rating survey, the start and end of the program watching can be entered by actuating the personal identification switch on the data transmitter in on/off manner, so that the number of keys on the keyboard can be reduced and the operation can be simplified. When a questionnaire style evaluation is conducted in a real time mode, since switches for denoting evaluation items are not necessary, the number of keys can be further decreased, and in a survey of the television audience ratings, it is sufficient to provide only the personal identification switches. In the data receiver, since lighted illumination switches with personal illustration images or three color illumination switches are used, the number of parts can be reduced and the switches can be easily identified.

When market research data is being entered with the aid of the market research data entry device, the data can be entered in a random order, so that the data entry can be carried out efficiently. Further, the data can be entered at a speed suitable for respective operators, a large amount of data can be entered without error due to monotonous operation. Further, since the items which have been already entered can be identified by the lighting-on condition of LEDs or displays, double entering or no-entering can be effectively prevented. Moreover, by using the 'G' key, evaluations for purchased products and answers to questions can be also entered. This results in that the applicable field can be expanded over the usual market research.

What we claim is:

1. An apparatus for collecting television channel data and market research data, comprising:
 - a channel detector means for detecting a channel of a television receiver being viewed by panelists to provide channel data;
 - a personal data entry device means for entering personal identification information which is added to the channel data supplied from the channel detector means;
 - a market research data entry device means for entering market research data including a plurality of information items regarding each of a plurality of purchased products, said market research data entry device means including means for entering

the market research data in a sequence-non-ordered mode wherein a panelist is not constrained to enter information items for a purchased product in a predetermined order, and means for entering personal identification information which is added to the market research data; and

- a data processing device means for receiving the channel data and market research data supplied from the channel detector means and the market research data entry device means, respectively, to provide data having a predetermined format, for storing the data having a predetermined format, and for transmitting the data having a predetermined format to a data center, said data processing device means including means for transmitting the channel data having the personal identification data added thereto and the market research data having the personal identification information added thereto to the data center via a subscriber telephone link of a panelist's home in response to a polling from the data center within a predetermined time period.

2. A data collecting apparatus according to claim 1, further comprising means for transmitting the channel data from the channel detector means to the data processing device means via domestic power supply lines.

3. A data collecting apparatus according to claim 1, wherein said personal data entry device means comprises a data transmitter and a data receiver connected to the channel detector means.

4. A data collecting apparatus according to claim 3, wherein said data transmitter comprises means for entering personal data, means for denoting items, and means for entering evaluations.

5. A data collecting apparatus according to claim 4, wherein said means for entering the personal data in the data transmitter comprises keys having illustration images of respective persons displayed thereon.

6. A data collecting apparatus according to claim 4, wherein said means for denoting items comprises a numerical keypad.

7. A data collecting apparatus according to claim 4, wherein said means for entering evaluations comprises three keys having predetermined indicia.

8. A data collecting apparatus according to claim 3, wherein said data transmitter comprises switches allocated to respective persons and having illustration images of respective persons applied thereto.

9. A data collecting apparatus according to claim 3, wherein said data receiver comprises display units for displaying illustration images of respective persons.

10. A data collecting apparatus according to claim 9, wherein said data receiver further comprises touch-type selection switches for identifying respective persons.

11. A data collecting apparatus according to claim 9, wherein each of said display units for displaying the illustration images comprises a light illumination switch and light emitting diodes each selectively emitting one of three colors.

12. A data collecting apparatus according to claim 9, wherein each of said display units for displaying illustration images comprises a light illumination switch which emits selectively one of three colors.

13. A data collecting apparatus according to claim 1, wherein said market research data entry device means comprises a bar-code reader for reading bar-codes, a plurality of person keys, each denoting a respective purchaser, a plurality of shop keys, each denoting a